

Tom Egelhoff has created a **step-by-step small business marketing plan** specifically designed for use by small business owners just like you. Tom will teach you how to market and advertise your business at the lowest possible cost and bring more customers in your doors or start your phone ringing.

You will be given information that has been proven to work in the real world; not just some unproven classroom theory.

- **How to do a business resume that will save you thousands when creating your marketing plan.**
- **Small town success principles that will build your business fast.**
- **Learn why customers buy, the secret that will make them buy from you and how to do sales forecasting the easy way.**
- **Find your real target market and save money reaching them. How you can avoid the 10 most common advertising mistakes.**
- **Pro's and con's of all popular ad media and which will work for you.**
- **Test your advertising and know you are getting the most bang for your buck:**
- **How to write an effective press release that will bring in business.**
- **How to make your newspaper ad stand out from your competition.**
- **How to buy radio time and get the most exposure for the lowest price.**

[www.smalltownmarketing.com](http://www.smalltownmarketing.com)

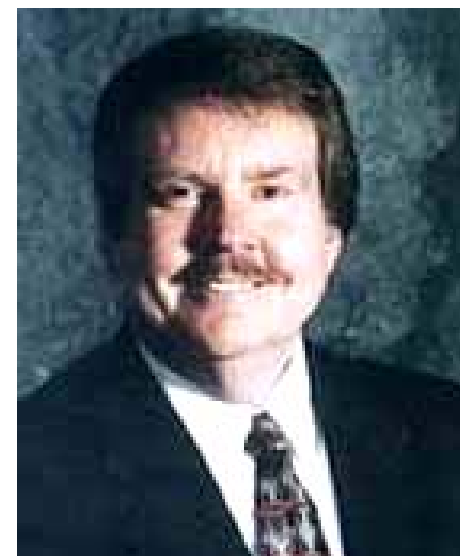
Livingston Job Service Workforce Center

220 East Park Street  
Livingston, MT 59047

Phone: 406-222-0520  
Fax: 406-222-1593

## How to Create a Recession Proof Marketing Plan.

Sponsored by  
Livingston JSEC



Tom Egelhoff

## Tom Egelhoff Profile

As taken from

<http://www.smalltownmarketing.com>

According to Entrepreneur Magazine Radio, Tom Egelhoff is this nation's leading authority on how to do business in small towns and small markets. If that seems like a strong statement consider the following:

For more than 35 years, Tom's workshops and seminars have helped thousands of small town business owners become more profitable and successful.

Tom is an inspiring, motivational and entertaining business trainer with a light hearted humorous style, focusing on personalized, do-it-yourself, low-cost marketing, advertising and promotional techniques for small business owners.

Headquartered in Bozeman, Montana, Tom works hand-in-hand with business associations, small business development centers, chambers of commerce, city and county economic development groups as well as colleges and universities across America to strengthen small businesses. Four Nevada SBDC's joined forces and Tom traveled to Nevada cities giving all day advertising workshops. Tom did a tour of Wyoming SBDC's the following year. Since then he has been the guest speaker at workshops and seminars throughout the U.S.

His web site, [www.smalltownmarketing.com](http://www.smalltownmarketing.com), has received as many as 4 million unique visitors per year and his many business articles are recommended by colleges and universities across the country.

Tom's extensive years of working with small businesses gave him the foundation for his first book, "How To Market, Advertise And Promote Your Business Or Service In A Small Town," that was a small business textbook at the University of Alaska. It includes the basics such as sales forecasting, success principles, advertising, promoting, and marketing concepts. Most importantly however, it is written for small businesses in a community setting and the content is practical for both the new and experienced business owner. Tom is also the author of "How To Market, Advertise And Promote Your Business Or Service In Your Own Backyard," just released in June of 2008.

Tom writes a monthly column for the Western Business News as well as columns for various association newsletters. He has appeared in Target Marketing magazine, Business Advisor magazine and the Costco Connection Magazine in both Canada and the United States. He has appeared on the All News Channel and many radio stations around the country. Tom is the anchor host of the "Takin' Care of Business" Weekly Radio Show for SCORE (Service Corps Of Retired Executives). He is also widely quoted in news articles across the nation.

Tom is a past president of Kiwanis, former board member of the Bozeman Area Chamber of Commerce, three-time chairman of Chamber of Commerce Business Resources Committee, board member of Junior Achievement and past board member of the Gallatin County United Way. He is also the founder and president of The Montana Speakers Network, Inc.

## When and Where

Tuesday, January 13, 2009

Livingston Public Library

Community Room

Two sessions:

8:00 a.m.—Noon

1:00 p.m.—5:00 p.m.

Cost:

\$59.00 for the first person  
and

\$44.00 for additional people from  
your same business.



**Detach and return to:**

*Livingston JSEC*

*ATTN: Susan Hanken*

*220 East Park Street,*

*Livingston, Montana 59047*

***Make checks payable to JSEC.***

*A.M. Session:* \_\_\_\_\_

*P.M. Session:* \_\_\_\_\_

*Name(s):* \_\_\_\_\_

\_\_\_\_\_

*Business:* \_\_\_\_\_

*Address:* \_\_\_\_\_

\_\_\_\_\_

*Telephone:* \_\_\_\_\_

*Number Attending:* \_\_\_\_\_ X \$59.00 for the 1st

\$44.00 additional

*Amount Enclosed:* \_\_\_\_\_

**No charge for JSEC Members.**